

SS in the Ford World

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Canada's millionth car was completed March 24.

where the main power system has undergone stupendous changes. These include four major additions: the installation of two new high-pressure boiler units; the placing of a powerful steeple-type generator; the introduction of turbo-blowers of increased capacity; and the completion of a water tunnel more than two miles long.

The entire change-over, which represents an expenditure of several million dollars and which was designed to give the power house a total electrical capacity of approximately 130,000 kilowatts, was planned to be carried on without interrupting production. The turbine generator now installed furnishes 110,000 kilowatts hourly as compared with the 25,000 capacity of the two units replaced by it. Two new boiler units, each with a capacity of seven hundred thousand pounds of steam per hour, occupy practically the same space as two displaced units.

The new tunnel with its intake and pump well structures has a 24-hour capacity of approximately 650,000,000 gallons of water, and provides not only more cooling water than has been available hitherto, but also water of much cooler temperature. The tunnel is said to be the largest yet built to serve a single industrial enterprise. Its inside diameter is fifteen feet, and the outside

twenty-one. It is approximately sixty feet underground. Construction was commenced in August, 1929, and it was officially opened in May, 1931.

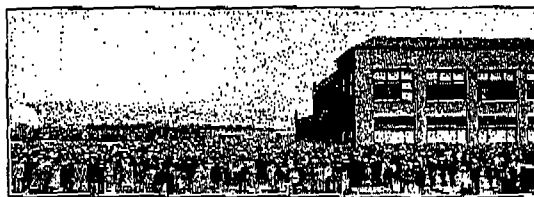
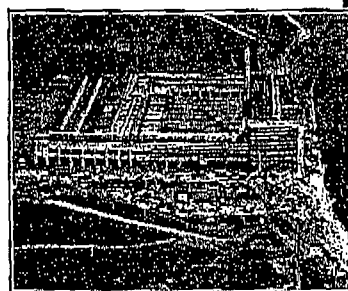
Then there was the tremendous job of changing over 27,000 electric motors, substituting alternating current motors for those of the direct current type. The latter will require an additional year to complete, it is believed. Many other tool and machinery changes have been made in the Rouge plant.

Still another important development here was the installation of new equipment in the

Right—Five-story building in center of Paris opened by French company May 9.

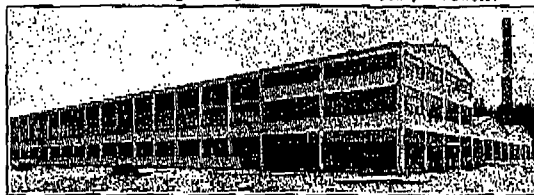


Left—New assembly plant in Cologne, Germany, opened in May.



Above—New assembly plant in Richmond, California, opened in August.

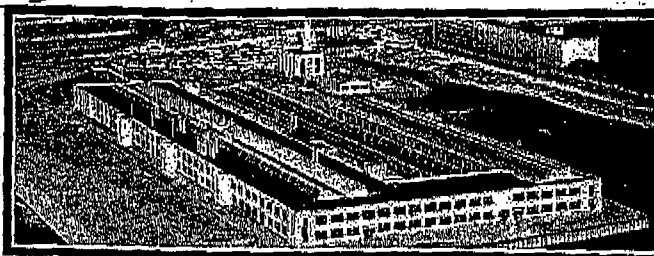
Below—New plant opened at Stockholm, Sweden.



Open Hearth, including a four-hundred ton furnace, two huge "hot metal mixers" of six hundred tons capacity each, and a baling press capable of making furnace "sandwiches" out of salvaged automobiles at a rate of almost one a minute. These changes will increase the melting facilities of the Open Hearth by six hundred tons a day.

BUILDING operations at Dearborn included the completion and for-

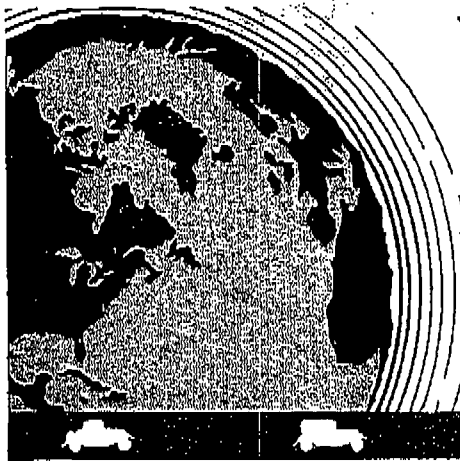
New assembly plant in Buffalo, New York, opened in September.



mal opening on July 1 of the new hotel The Dearborn Inn, situated on Oakwood Boulevard opposite Ford Airport. With 108 guest rooms, lobby and lounge in early American style, main dining room finished in the style of the Georgian period, coffee shop with paneled walls of knotty pine, and many other features, the new hostelry has opened an important new chapter in Dearborn facilities.

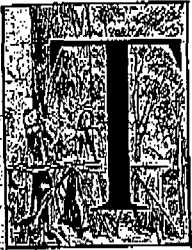
Another building project completed in the same locality during the year was the addition of 1,500 feet to the length of the Ford Airport runways, giving that field a total length of 7,400 feet for airplane use. They are of concrete seventy-five feet wide with turning areas at each end. One runway was lengthened 500, the other 1000 feet.

TWO milestones in the manufacture of automobiles were passed during the year. The One Millionth Ford car built in Canada by the Ford Motor Company of (Concluded on page 13)



Ford Activities

During the Year 1932



THE year 1932, the twenty-ninth in the history of the Ford Motor Company, continued the program of construction and development that marked 1930 and 1931. Its outstanding achievement was the perfection and introduction of a new eight-cylinder Ford car, an important addition to the family of Ford automobiles, and the first of that type to be produced under the Ford name.

Nineteen thirty-two marked another anniversary—it was just forty years since Henry Ford commenced to work on an engine for a horseless carriage and built the first such carriage to appear on the streets of Detroit.

During 1932 both at home and abroad, company enterprise was revealed in the completion and opening of new plants and offices. In this country a new assembly plant on tidewater at Seattle, Washington, and a service plant at Alexandria, Virginia, were placed in service. In Mexico City, Mexico, a new assembly plant was added.

Late in 1931 production was commenced in the huge new plant of the Ford Motor Company, Limited, at Dagenham near London, England, and during 1932 steady development continued. In February a new small eight-horsepower four-cylinder Ford car was introduced to the British public at Royal Albert Hall, Kensington.

In Lisbon, Portugal, a service plant was opened; in Amsterdam, Holland, an assembly plant; in Bucharest,

From the year 1927, when the Model T car was discontinued, to November 1, 1932, the latest date for which reports had been compiled when this article was written, Ford passenger cars led the world in number of sales. In that time Ford sales totaled 4,001,384, as compared with 3,705,827 for the next highest. Ford's share of all business in these six years was 26.4 percent.

This record was made despite the fact that Ford production was halted twice in preparation for change in models, when the Model A and the V-8 Ford cars were introduced. After manufacture of the Model T was discontinued in May, 1927, Ford was out of the market until December preparing for the announcement of the Model A. Ford was again out of the market for the first five months of 1932, volume deliveries of the new Fords beginning in June.

The year-to-year record follows:

1927, 393,424; 1928, 482,010; 1929, 1,310,147; 1930, 1,055,097; 1931, 528,581; 1932, (ten months) 232,125; Total, 4,001,384.

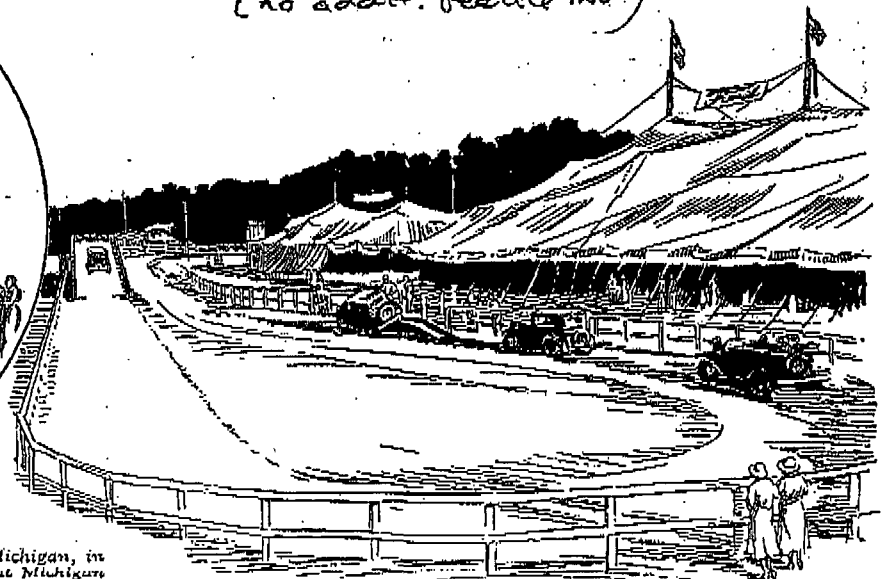
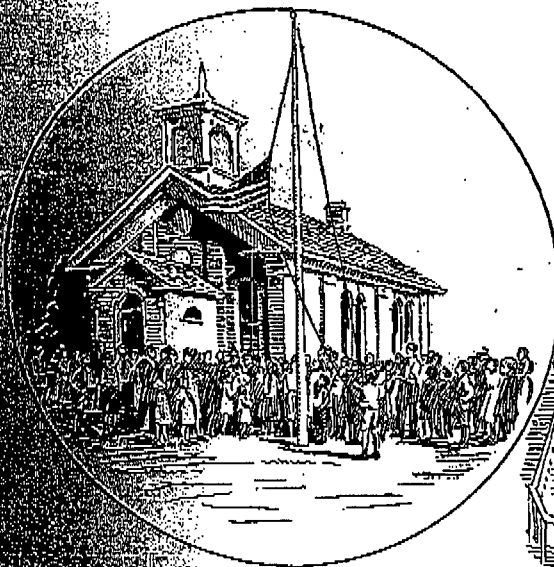
Rumania, a sales and service plant; in Athens, Greece, a sales office; in Alexandria, Egypt, a sales office.

First announcement of Ford plans for the United States was made on February 11 in an authoritative interview with Henry and Edsel Ford during which the V-8 with a new motor and a Ford Four—an improved Model A—were promised.

The high lights of the announcement were summarized thus:

(Concluded on page 6)

(no addtl. Seattle info)



Left—Centennial School near Tecumseh, Michigan, in 1932. Right—Open air demonstration at Michigan State Fair.